**Abstract**

Continuous consumption and degradation of natural resources round the world create a substantial need for environmental innovation in industry aiming to produce green products with more eco-friendly features in general and for consumer durables in particular. Emerging concept of ‘Consumer innovativeness’ in the context of green marketing helps to understand the green consumerism, sustainable consumption and environmentally responsible purchase behaviour. In this way, the green innovativeness refers to degree of consumers’ to accept green innovation earlier in social environment with readiness to pay premium price for the same. Though, consumer innovativeness is well recognized trait of consumer behaviour, hence we explored the attribute of ‘green innovativeness’ in the contemporary literature for consumer durables. In view of this, the two-way Analysis of Variance (factorial) experiment design has been used to examine the influence of demographic variables on green innovativeness. By reviewing extent literature, gender and age have been identified as important demographic (predictive) variables, whereas green innovativeness as criterion variable for the experiment. The analysis used in study gives important insights about main effect of gender and age along with their interaction effect on green innovativeness to produce statistical inferences for the target population. The study also offers managerial implications for industry to strengthen green marketing activities.

**Key Words**– Consumer durables, demographic variables, green product, green innovativeness, green marketing activities